



**BUSINESS ECONOMIC FACT SHEET  
FOR  
SUNNYVALE  
CALIFORNIA**

**JUNE 2015**

**COMMUNITY**

**HOUSEHOLDS**

|                                |           |
|--------------------------------|-----------|
| Population (2015)              | 148,028   |
| Median Household Income (2014) | \$100,043 |

**ECONOMIC BASE (2014)**

|                                       |        |
|---------------------------------------|--------|
| Issuer Credit Rating                  | AAA    |
| Property Tax Revenue (in millions)    | \$50.3 |
| Sales Tax Collected (in millions)     | \$30.2 |
| Transient Occupancy Tax (in millions) | \$10.9 |

**BUSINESS & ECONOMICS**

**BUSINESS**

|   |          |
|---|----------|
| Total Number of Businesses*                   | 9,554    |
| Employment Generated by Sunnyvale Businesses* | 96,774   |
| Business Tax – Minimum                        | \$34.13  |
| Business Tax – Maximum                        | \$10,811 |

\*City of Sunnyvale Business License Database-May 2015 (inside City limits)

**EMPLOYMENT BY INDUSTRY – TOP FIVE (PERCENTAGE)**

|   |       |
|---|-------|
| Professional, Scientific and Management, and Administrative and Waste Management Services | 25.6% |
| Manufacturing   | 22%   |
| Educational Services, Health Care and Social Assistance                                   | 14.6% |
| Retail Trade  | 9.2%  |
| Recreation/Hospitality  | 5.6%  |

Note: Based on 2010 Census American Community Survey

**LARGEST EMPLOYERS IN SUNNYVALE (May 2015 – City Business License Database)**

|  |   |
|--|---|
| Lockheed Martin Space Systems          | Juniper Networks (Headquarters)         |
| Apple, Inc.                            | HP                                      |
| Yahoo! Inc. (Headquarters)             | A2Z Development Center, Inc. – Lab 126  |
| Google                                 | Intuitive Surgical, Inc. (Headquarters) |
| Network Appliance, Inc. (Headquarters) | Northrop Grumman Marine                 |

| RENTAL LOCATIONS/TYPES | AVERAGE ASKING<br>RATES<br>(\$/SF/MONTH) | AVERAGE<br>VACANCY RATES |
|------------------------|--|--------------------------|
| R&D                    | \$2.28                                   | 7%                       |
| Industrial             | \$1.39                                   | 4.7%                     |
| Warehouse              | \$1.03                                   | 8.4%                     |
| Office                 | \$4.61                                   | 5.2%                     |

\*Rental rates and vacancy information updated 1<sup>st</sup> Quarter 2015. Information collected by Newmark Grubb Knight Frank – [www.newmarkccarey.com](http://www.newmarkccarey.com); DTZ Cassidy Turley – <http://dtz.cassidyurley.com/> and Colliers International – [www.colliers.com](http://www.colliers.com). If you have any questions, please contact Economic Development at [econdev@sunnyvale.ca.gov](mailto:econdev@sunnyvale.ca.gov) or (408) 730-7607.

| LABOR MARKET<br>(EDD Labor Market Information May 2015) |           |                    |
|---|-----------|--------------------|
|   | Sunnyvale | Santa Clara County |
| <b>Labor Force</b>                                      | 85,500    | 1,022,400          |
| <b>Unemployment Rate</b>                                | 3.4%      | 3.8%               |

## PEOPLE

| SOCIAL CHARACTERISTICS (2010 Census) |           |                    |
|--------------------------------------|-----------|--------------------|
|                                      | Sunnyvale | Santa Clara County |
| Foreign Born Population              | 43.9%     | 37%                |
| Naturalized Citizen                  | 39.7%     | 51.7%              |
| Not a Citizen                        | 60.3%     | 48.3%              |

| LANGUAGE SPOKEN IN HOUSEHOLD (2010 Census) |       |
|--|-------|
| English                                    | 47.1% |
| Spanish                                    | 13.7% |
| Other Indo-European language               | 11.3% |
| Asian/Pacific Islander language            | 26.6% |
| Other language                             | 1.4%  |

| EDUCATIONAL ATTAINMENT (2010 Census) |           |                    |
|--------------------------------------|-----------|--------------------|
|                                      | Sunnyvale | Santa Clara County |
| Population 25 years and older        | 97,740    | 1,197,185          |
| Less than High School Diploma        | 4%        | 7.3%               |
| % High School Graduate or higher     | 90.9%     | 86.3%              |
| % Bachelor Degree or higher          | 56.1%     | 45.3%              |

| <b>RACE</b><br><b>(2009-2013 American Community Survey 5-Year Estimates-Census)</b> |                  |                           |
|---|------------------|---------------------------|
| <b>Race</b>   | <b>Sunnyvale</b> | <b>Santa Clara County</b> |
| White   | 45.7%            | 49.7%                     |
| Black/African American  | 2%               | 2.6%                      |
| American Indian/Alaska Native   | .2%              | .5%                       |
| Asian   | 41.8%            | 32.6%                     |
| Hispanic or Latino  | 18.1%            | 26.8%                     |
| Native Hawaiian/other Pacific Islander  | .09%             | .3%                       |
| Two or more races   | 3.1%             | 4.6%                      |

Note: Total does not equal 100% due to more than one race listed under "Hispanic or Latino".

| <b>Part I Crimes</b><br><b>2014</b>    |              |
|--|--------------|
| Violent Crime Total                    | 2,871        |
| Average Emergency Police Response Time | 4.40 minutes |

Part 1 crimes are listed by the FBI as:

*Hierarchy Rule*

There is a significance to the order in which the Part I offenses are presented, with criminal homicide being the highest in the hierarchy and arson being the lowest. The Part I offenses are as follows:

- |                       |   |
|-----------------------|---|
| 1. Criminal Homicide  | 5. Burglary                                   |
| 2. Forcible Rape      | 6. Larceny-theft (except motor vehicle theft) |
| 3. Robbery (armed)    | 7. Motor Vehicle Theft                        |
| 4. Aggravated Assault | 8. Arson                                      |

**Prepared by the**  
**CITY OF SUNNYVALE**  
**[www.Sunnyvale.ca.gov](http://www.Sunnyvale.ca.gov)**

The information contained in this profile was obtained from a variety of sources including the 2010 Census, the 2009-2015 estimates from American Community Survey, the California Employment Development Department, and the City of Sunnyvale. For more detailed information about sources, please contact:

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